

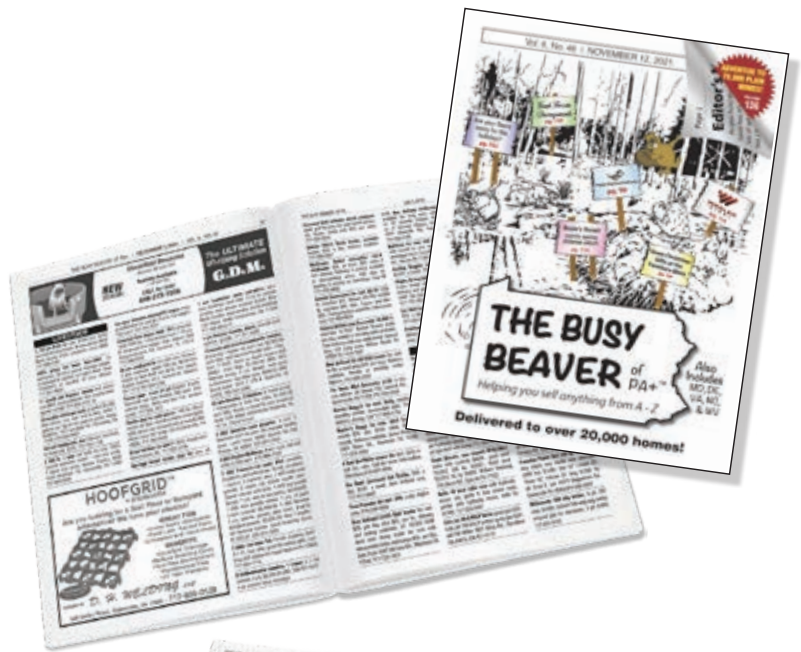
2023 BUSY BEAVER of PA+

MEDIA KIT

HOW TO:

- Choose advertising dates using our Calendar
- Subscribe
- Advertise in multiple Busy Beaver Publications
- Submit a Classified Ad
- Submit a Display Ad
- Submit your Business Directory Listing
- Reserve a Busy Board
- Printable Forms

Busy Beaver of PA+
PO Box 7930 Lancaster PA 17604
717-742-5230
ads@PAbusybeaver.com





2023 DEADLINES & PUBLICATION DATES

THE BUSY BEAVER OF PA+

4 Deadline is Wednesday @ Noon.

13 Publication date is 9 days later.

	S	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6	7
JANUARY	8	9	10	11	12	13	14
	15	MLK DAY	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	1	2	3	4
FEBRUARY	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	PRES. DAY	Early!	ASH WED	23	24	25
	26	27	28	1	2	3	4
MARCH	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	1
	2	3	Early!	5	6	7	8
APRIL	EASTER	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	1	2	3	4	5	6
MAY	7	8	9	10	11	12	13
	14	15	Early!	17	ASCENSION DAY	19	20
	21	22	23	24	25	26	27
	PENTE-COST	MEMO-RIAL DAY	30	31	1	2	3
	4	5	6	7	8	9	10
JUNE	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	

	S	M	Tu	W	Th	F	Sa
							1
JULY	2	3	INDEP. DAY	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
AUGUST	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	31	1	2
	3	LABOR DAY	5	6	7	8	9
SEPTEMBER	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	1	2	3	4	5	6	7
	8	FASTING DAY	Early!	11	12	13	14
OCTOBER	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
NOVEMBER	12	13	14	15	16	17	18
	19	20	Early!	22	THANKS-GIVING	24	25
	26	27	28	29	30	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
DECEMBER	24	CHRIST-MAS	2nd XMAS	27	28	29	30
	31						

ADS DUE!	EDITION DATE
Dec 28, 2022	Jan 6
WED. unless otherwise indicated	Jan 4
	Jan 11
	Jan 18
	Jan 25
	Feb 1
	Feb 8
	Feb 15
Early! Tues	Feb 21
	Mar 1
	Mar 8
	Mar 15
	Mar 22
	Mar 29
Early! Tues	Apr 4
	Apr 12
	Apr 19
	Apr 26
	May 3
Early! Tues	May 10
	May 16
	May 24
	May 31
	Jun 7
	Jun 14
	Jun 21
	Jun 28
	Jul 5
	Jul 12
	Jul 19
	Jul 26
	Aug 2
	Aug 9
	Aug 16
	Aug 23
	Aug 30
	Sep 6
	Sep 13
	Sep 20
	Sep 27
Early! Tues	Oct 4
	Oct 10
	Oct 18
	Oct 25
	Nov 1
	Nov 8
Early! Tues	Nov 15
	Nov 21
	Nov 29
	Dec 6
	Dec 13
	Dec 20
	Dec 27
	Jan 5, 2024

ABOUT US

How often is the Busy Beaver of PA+ published?

Every week. Deadlines are typically Wednesday at 12 noon for the publication dated 9 days later (Friday).

What is the Busy Beaver PA+? How do I subscribe?

The Busy Beaver of PA+ is one of seven papers published by Busy Beaver Publications, LLC.

The Busy Beaver of PA+ publishes weekly with a distribution of over 21,000, delivered primarily to Amish and Mennonite communities. It is mailed free to horse and buggy households in PA, MD, DE, VA, NC, and WV as an advertising source to intertwine communities. All others (USA residents) may subscribe to this publication for \$50 per year. See page 9 for form and mailing address.

Do you have an office that I can visit?

No. We do not have a physical office to visit. You can reach us through phone, email, or postal mail.

Do I pre-pay, or will you send an invoice?

For Display Ads, you may pre-pay by check, but we typically send an invoice.

WANT TO SUBSCRIBE?

These horse and buggy residents are eligible for a free PA+ subscription:

PA, MD, DE, VA, WV, and NC

Out-of-state OR non-horse and buggy folks:

Return this form and a \$50/year check payable to "Busy Beaver of PA+."



See page 9 for a subscription form

BUSY BEAVER OF PA+ IS PART OF...

The Busy Beaver Family of Papers

Looking to advertise in multiple Busy Beavers?

Busy Beaver Publications publishes papers in 7 different regions!

- PA+
- OHIO
- MICHIANA
- NY/CANADA
- TUCKESSEE & Beyond
- FLORIDA (seasonal)
- EXTREME

Contact:

Steven Troyer

Sales & Marketing Manager

330-204-9199

sales@busybeaverpublications.com



CLASSIFIED ADS

Classified line ads are an inexpensive way to advertise services or items for sale. The first 5 words of your classified are automatically printed **in bold**. Your name, address & phone # are included for FREE (not part of the word count).

Mule size of quarter horse, four white feet, 5 y/o, used to trail rides in woods. Good mountain mule to use for hunting. Best offer. John Smith 1555 Old Phila Pike Bird-in-Hand PA 17505 717-555-5555



PAY BY CHECK / MAIL-IN

PA+ Classifieds office



Write a check



Mail (postal)



See page 10 for a classified ad form

1. Fill out the classified ad form (also on pg. 6 of every Busy Beaver edition).
2. Mail the form and exact payment to **PO Box 7930, Lancaster PA 17604**
3. For questions concerning **mail-in** classified ads call the PA+ team at **717-742-5230**.

— OR —

PAY BY PHONE:

CALL / EMAIL / FAX IN YOUR AD

Classified Ad Call Center



Phone



Pay w/ credit or debit



Email or fax

1. Fill out the classified ad form (also on pg. 6 of every Busy Beaver edition).
2. Call, fax, or email your ad to the Classified Ad Call Center (M-F 8 am to 5 pm)
Phone: **800-355-2192**
Fax: **800-574-4204**
classifieds@busybeaverpublicationsllc.com
3. Call **800-355-2192** with your payment information. All ads must be pre-paid in order to use this service.

FAQ

Can I email a classified ad?

Yes, but only to this address:
classifieds@busybeaverpublicationsllc.com

Can I email my credit card information?

No. For security reasons, please do not provide your credit card details via email, fax or voicemail. You may call 800-355-2192 and provide your information in person.

I don't know what to write, can you help me?

We suggest looking at similar ads in a previous copy of the Busy Beaver. Please have your exact wording ready when you call 800-355-2192 to place a classified ad.

Can I cancel my classified ad?

Possibly. Please contact the same department where it was submitted. Keep in mind that classified ads are non-refundable.

I tried calling about my classified ad, but there wasn't an answer.

The Classified Call Center (800-355-2192) is available Monday to Friday, from 8 am to 5 pm. Be aware that there may be a high call volume on or near a deadline date. You can leave a v/m to request a return call, but do not leave your payment information and/or ad text on the voicemail.

For mail-in classified questions, call 717-742-5230.

DISPLAY ADS



HOW TO PLACE A **DISPLAY AD:**

1. Email or mail your file by the Wednesday deadline.

ads@PAbusybeaver.com
Must be submitted PRINT READY
(PDF file preferred)

Busy Beaver of PA+
PO Box 7930
Lancaster PA 17604

2. Tell us in email or call 717-742-5230:

- Size of ad
- Color or black & white
- Which edition dates to run
- Business name & address for invoice



See page 11 for a display ad form

FAQ

Do I pre-pay, or will you send an invoice?

For Display Ads, you may pre-pay by check, but we typically send an invoice.

Do you take credit cards?

Yes, you may call 717-742-5230 to give your credit card info in person over the phone. *Please do not leave your personal info and credit card info on the voicemail!*

How do I qualify for a discounted ad? What are multiple-run discounts?

For a multiple-run discount, the ad **MUST** be the same size and type (black & white or color), and scheduled for specific dates in advance.

You can pick multiple editions in a row, every other edition, or specific dates within the year. Those ads are then paid for on one invoice at the time the first ad is printed.

You may change the actual file (ad) between print dates, but it is your responsibility to send anything new before the deadline date. If not, we will re-print from the previous time.

When ads are scheduled one at a time, they receive the 1-time rate.

I don't have access to email. How do I submit an ad?

Option #1: Mail a clean, hard copy of your ad for us to scan, along with the completed submission form on page 11. Pre-payment is requested with these submissions.

Option #2: If you have a designer, have them send the print-ready file to our email address. Then, call us with the info requested above. **Ads will NOT run without the advertiser's instruction.**

Will you send me a proof?

No, the print-ready file that you send to us is your proof. We will print what you send to us.

Do you layout/design ads?

In order to keep placement costs low, we do not offer design services, so ads must be submitted print-ready.

However, we will layout a very specific submission. See info about our Basic Layout Service on p. 7.

Do you send tear sheets? Will you automatically mail me a copy of the edition containing my ad?

No. We do not provide tear sheets or automatically mail copies to advertisers.

Should my ad include bleed? What is your printing process?

We do not require a bleed for digital ads. Ads should be submitted as print-ready PDF files in the exact dimensions as the size requested. Our publication is printed by web press on newsprint.

I'd like special placement for my ad. What are my options?

We do have several special premium placement options, and they vary based on the size and type of your ad. Common requests that we can usually accommodate are: Right-hand page, top of page, etc. We will not print an ad upside down.

Due to the additional handling of special placements, there is a premium placement fee (minimum of \$10 for business cards and \$20 for all other ads). For up-to-date special placement options, please contact us with your specific request.

Will you contact me when my ad "runs out"?

No. You might be interested in our Auto Renew Program. See next question.

Can I run my ad continuously, until I tell you to stop?

Yes, this is called our Auto Renew Program. Ads on Auto Renew are printed and invoiced in increments of six. They are automatically repeated until you contact us to stop the ad. Many advertisers use this option when they would like to print their ad regularly, but wish to have budget-friendly payments throughout the year.

DISPLAY AD RATES

All prices shown are **PER TIME**

	B&W	COLOR
Full		
1 time	\$ 280	375
2-5 times*	\$ 270	365
6 or more*	\$ 250	345
1/2 (Vert. or Horiz.)		
1 time	\$ 175	230
2-5 times*	\$ 165	220
6 or more*	\$ 145	200
1/4 Vertical		
1 time	\$ 110	145
2-5 times*	\$ 103	138
6 or more*	\$ 90	125
Business Card Horiz.		
1 time	\$ 50	70
2-5 times*	\$ 47	70
6 or more*	\$ 44	70

2 x 2 Display Ad	
1-5 times	\$ 40 40
6 or more*	\$ 40 40

Business Card Vert.	
1-5 times	\$ 65 85
6 or more*	\$ 60 80

Banner Ad Horiz.	
1-5 times	\$ 100 130
6 or more*	\$ 95 125

Banner Ad Vert.	
1-5 times	\$ 117 152. ⁵⁰
or more*	\$ 112. ⁵⁰ 148

1/4 Horiz.	
1-5 times	\$ 127. ⁵⁰ 166. ⁵⁰
6 or more*	\$ 107. ⁵⁰ 146. ⁵⁰

3/8 Vert.	
1-5 times	\$ 152. ⁵⁰ 200
6 or more*	\$ 132. ⁵⁰ 180

* MULTIPLE RUN DISCOUNT GUIDELINES:



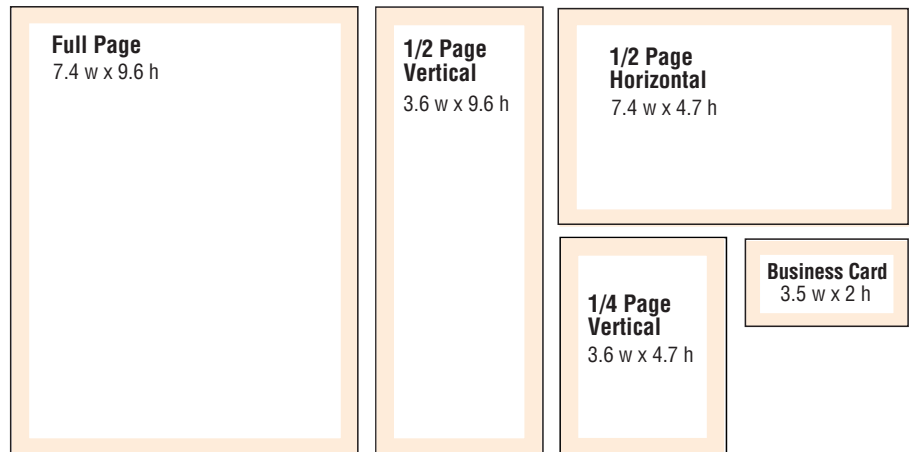
In order to enjoy the multiple run rates listed here (2-5 time or 6 time rate), you must schedule **specific edition dates** and **ad size must remain the same for the entire run.**



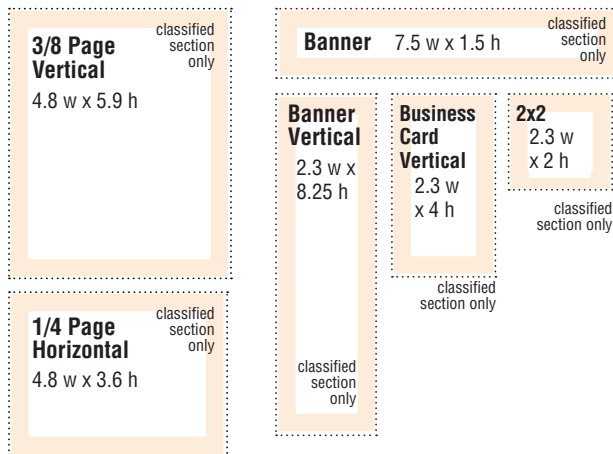
You may send new artwork for each run.



If nothing new is received by the deadline, we will re-run from the previous edition.



These ad sizes are only available in the Classified Section.
They may be printed in color or black & white.



See page 11 for a display ad form

**WE RESERVE THE RIGHT TO REFUSE ANY ADS
WE DEEM INAPPROPRIATE.**

We do not print political ads.
Busy Beaver is not responsible for the outcome of products advertised within.

IF YOU DO NOT HAVE ACCESS TO A DESIGNER

You may request our **Basic Ad Layout service**. We offer this service to prospective advertisers who do not have access to a designer, computer, or are uncomfortable with technology and the construction of a basic display ad.

BASIC AD LAYOUT WORKSHEET

PLEASE NOTE: In order to keep placement costs low, we do not offer full design services, so ads must be submitted print-ready. However, we will layout a very simple ad if you submit:

1. Text ready to cut & paste
2. One photo or logo (optional)

This is a *get-what-you-get* kind of ad, where we do light text formatting, but it's a no-frills design and you will NOT receive a proof. (People often use this service for something like an item they have for sale - property, equipment, dog, etc - where they want a larger presence than a classified ad, but less work & cost than a fully designed display ad.)

*This service is **only** available when submitted **24 hours or more** before deadline.*

EXAMPLE "BASIC LAYOUT" AD

GOATS FOR SALE

6 Does & 3 Bucks. Good as pets, or as companions for other outside livestock. Goats are herd animals and must be sold in pairs or sold to homes that already have a goat (or suitable outdoor livestock) for companionship. Call John for pricing.

123 Back Rd, Massillon, PA
717-555-5555



TITLE

MAIN TEXT

CONTACT INFO

ONE PHOTO OR LOGO

SEND YOUR AD CONTENTS TO:

ads@PAbusybeaver.com

OR

Busy Beaver of PA+

PO Box 7930, Lancaster PA 17604

For Questions, Call 717-742-5230

WORDING FOR YOUR AD

TITLE

MAIN TEXT

CONTACT INFO you'd like printed on your ad:
(name, address and/or phone number)

INCLUDE PHOTO or LOGO?

☐ YES, use the file I provided. ☐ NO, just text for my ad is fine.

BUSINESS DIRECTORY



BUSINESS DIRECTORY:

The Busy Beaver of PA+ Business Phone Directory is printed at the back of each edition. This is a great way to list your business under a specific category for quick reference year-round!



Mail your completed form & \$275.00 check payable to "Busy Beaver of PA+" to:

**Busy Beaver of PA+
PO Box 7930
Lancaster PA 17604**



See page 11
for a business
directory
listing form

Company Name - Raindrop therapy, ref guides, YL oils, diffusers 717-555-0879

BUSY BOARDS

Quickly draw readers' attention from the front cover directly to your ad. (*Subject to availability.*) A Busy Board is ideal for including a small snippet of text and a page number reference.

We feature 6 boards on the front cover and 4 boards on the back cover each week.

Cost is \$50 each.

How do I reserve a Busy Board?

Please submit your request with your ad order. Busy Boards can be reserved in advance, but must accompany a full display ad order AND ad file.

What can I put on my Busy Board?

You can choose either text (approx. 5 to 7 words fits best), one logo, OR one small photo.

How big is the Busy Board?

Boards on the front cover are approximately 1" by .75".

Back Cover

Front Cover



Have you moved? -or- Want to Subscribe?

and want your Busy Beaver of PA+
to arrive in your new mailbox?

Fill in your old and new address below.

These horse and buggy residents are eligible for a
free PA+ subscription: PA, MD, DE, VA, WV, and NC

Out-of-state OR non-horse and buggy folks:

Return this form and a \$50/year check payable to
"Busy Beaver of PA+".

Name _____

OLD Address: _____

*(for change
of address
request only)*

City _____ State _____ Zip _____

NEW Address: _____

City _____ State _____ Zip _____



Mail completed form to:

**Busy Beaver of PA+
PO Box 7930
Lancaster PA 17604**

Please allow 3-4 weeks
for your subscription
to become active.



CALL YOUR CLASSIFIED ADS IN!

**Whether it's for one Busy Beaver location or all
you can take care of it in JUST ONE CALL.**



**Deadline
NOON
Wednesday**

1-800-355-2192 (Monday-Friday 8-5 EST.)

You can also fax to **1-800-574-4204** or email to **classifieds@busybeaverpublicationsllc.com**
To use the phone, fax or email service the ad must be paid with credit/debit card. There will be a \$3.00
convenience fee applied. Call us with credit or debit card information. *All ads must be paid to run.*



SUBMIT A CLASSIFIED AD

Name _____

Address

City _____

State Zip

Phone#

Name, Address & Phone # are included FREE...

Do you want your name & address included?

YES NO

Choosing more than 1 category?

Remember, you must pay the full ad price for EACH category you check. Example:
\$12.00 ad x 2 categories x 2 times = \$48.00

- | | |
|---|---|
| <input type="checkbox"/> Horses & Tack | <input type="checkbox"/> Lawn & Garden |
| <input type="checkbox"/> Livestock | <input type="checkbox"/> Maple/Maple Supplies |
| <input type="checkbox"/> Pets & Supplies | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Poultry & Small Animals | <input type="checkbox"/> Office Supplies/
Publications |
| <input type="checkbox"/> Beekeeping | <input type="checkbox"/> Produce/Edibles |
| <input type="checkbox"/> Bicycles/Scooters | <input type="checkbox"/> Produce Equip/
Supplies |
| <input type="checkbox"/> Building Supplies | <input type="checkbox"/> Real Estate (For Rent) |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Real Estate (For Sale) |
| <input type="checkbox"/> Carriages | <input type="checkbox"/> Rentals |
| <input type="checkbox"/> Clothing/Dry Goods | <input type="checkbox"/> Sawmill Equipment |
| <input type="checkbox"/> Construction Equip. | <input type="checkbox"/> Services Rendered |
| <input type="checkbox"/> Crafts | <input type="checkbox"/> Shop/Tools |
| <input type="checkbox"/> Electrical/Solar | <input type="checkbox"/> Special Events/Notices |
| <input type="checkbox"/> Farm Related | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Garage Sales/Benefits | <input type="checkbox"/> Transportation/Taxi |
| <input type="checkbox"/> Greenhouse/Growing
Supplies | <input type="checkbox"/> Wanted Items |
| <input type="checkbox"/> Hay/Straw/Feed | <input type="checkbox"/> Lost & Found/
Free Items |
| <input type="checkbox"/> Health/Naturals | |
| <input type="checkbox"/> Help Wanted | |
| <input type="checkbox"/> Household/Furniture | |

Place one word only in each box below.

\$12.00 for first 20 words			
12.40	12.80	13.20	13.60
14.00	14.40	14.80	15.20
15.60	16.00	16.40	16.80
17.20	17.60	18.00	18.40
18.80	19.20	19.60	20.00

Mail this form AND
\$\$ check payable to:

Busy Beaver of PA+
 PO Box 7930
 Lancaster PA 17604

\$12.00 for first 20 words
40¢ each additional word
per each Ad Category
Cost for ONE TIME

HOW MANY ISSUES (x)

TOTAL COST
Multiply box 1 by box 2

NEXT DEADLINES

☒ **Payments for classified ads in one or multiple issues are NON-REFUNDABLE.**

Pay-by-phone option for classified ads:

Call 800-355-2192 and have your ad & credit/debit card info ready.

DISPLAY AD SUBMISSION FORM

Ad Size: _____ ☐ Horizontal ☐ Vertical

Print my ad in: ☐ B/W ☐ COLOR

How many times should we print your ad? _____

If more than 1 time, print my ad...

☐ consecutively ☐ every other issue ☐ once per month

☐ specific dates _____

How will we receive your ad? ☐ Mail ☐ Email

Do we have your ad already on file? ☐ Yes ☐ No

How will you pay? ☐ Payment is enclosed ☐ Send me an invoice

BILLING INFORMATION:

Business Name _____

Contact Name _____

Billing Address _____

Billing City/State/Zip _____

Phone _____

Mail:

Return this form and a clear,
ready-to-scan ad to **Busy Beaver of PA**
PO Box 7930, Lancaster PA 17604

OR

Email:

Email required info from this form
and a print-ready PDF ad file to
ads@PAbusybeaver.com

LIST YOUR COMPANY IN THE BUSINESS DIRECTORY

LISTING (38 characters per line, INCLUDING spaces & punctuation, company name first, phone# last):

[illegible]

COST to run 1 yr.	\$275.00
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TOTAL COST
Multiply box 1
by box 2

BILLING INFO: Contact Name _____ Phone (____) _____ Date Mailed _____

Address _____ City _____ State _____ Zip _____

CATEGORY:

- | | | | | | |
|--------------------|--------------------|-----------------------|-----------------------------------|----------------------------|------------------------|
| Animal Health | Construction | Flooring | Household | Plastics | Shipping/Transport |
| Appliances | Construction Equip | Furniture | Hydraulics | Plumbing | Shoe Stores |
| Auction Services | Dairy | Garden/Floral/Produce | Kennel Supplies | Pneumatics | Soil Consulting/Health |
| Baked Goods | Decks | Gifts | Landscaping/
Hardscaping/Trees | Pole Buildings | Solar |
| Batteries | Diesel Service | Hardware | Legal Services | Powder Coating | Sporting/Hunting |
| Bicycle Related | Dog (stud service) | Harness Shops | Lights | Printing/Promo
Products | Toilets (Portable) |
| Building Materials | Dry Goods Stores | Hay & Straw | Livestock | Reading Material | Storage Sheds |
| Bulk Foods | Dust Collection | Health & Naturals | Machine Shops | Real Estate | Swing Sets |
| Butchering | Excavating | Heating/Propane | Masonry | Refinishing | Vacation Home |
| Cabinet Shops | Farm | Home Decor | Millwork | Rentals/Equipment | Veterinarian |
| Carpentry | Farm Equipment | Horses | Painting | Roofing | Water Treatment |
| Clothing | Feed & Seed | Horse Related | Paving | Safety | Welding Shops |
| Coach Shops | Fertilizer | Horse Barns | Pets | Sharpening | Window & Doors |
| | | | | | Wedding Houses |

Return this form AND check payable to: Busy Beaver of PA+ PO Box 7930 Lancaster PA 17604